Rep Order# 9796737 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 08/17/2012 11:16 AM
Last Received: 08/17/2012 9:46 AM
Showing Buylines: All Lines

5037

Station WKRC-TV CINCINNATI, OH
Advertiser ( ) POLITICAL ISSUE GROU
Product RNC
Estimate# 3037
Buyer Tracey Robinson
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/445/3037
Flight Dates 08/18/2012 - 08/24/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*******************NONDISCRIMINATION******************* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	630A-7A	GD MRN CINN@6	P1	:30	$1,000.00	08/20-08/20	1	1	1	$1,000.00	
Rating: 3.8													
	2	TH	630A-7A	GD MRN CINN@6	P1	:30	$1,000.00	08/23-08/23	1	1	1	$1,000.00	
Rating: 3.8													
	3	SA	7A-730A	LOCAL12NW-SA 7	P1	:30	$550.00	08/18-08/18	1	1	1	$550.00	
Rating: 2.1													
	4	SA	730A-8A	LOCAL12NW-SA 7	P1	:30	$550.00	08/18-08/18	1	1	1	$550.00	
Rating: 3.2													
	5	TU	5P-530P	LOCAL12 NEWS-5	P1	:30	$1,600.00	08/21-08/21	1	1	1	$1,600.00	
Rating: 5.8													
	6	M	6P-630P	LOCAL12 NEWS-6	P2	:30	$1,800.00	08/20-08/20	1	1	1	$1,800.00	
Rating: 6.2													
	7	W	6P-630P	LOCAL12 NEWS-6	P2	:30	$1,800.00	08/22-08/22	1	1	1	$1,800.00	
Rating: 6.2													
	8	F	6P-630P	LOCAL12 NEWS-6	P2	:30	$1,800.00	08/24-08/24	1	1	1	$1,800.00	
Rating: 6.2													

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Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M	11P-1135P	LOCAL12 NWS-11	P2	:30	$1,900.00	08/20-08/20	1	1	1	$1,900.00	
Rating: 8.3													
	10	TU	11P-1135P	LOCAL12 NWS-11	P2	:30	$1,900.00	08/21-08/21	1	1	1	$1,900.00	
Rating: 8.3													
	11	W	11P-1135P	LOCAL12 NWS-11	P2	:30	$1,900.00	08/22-08/22	1	1	1	$1,900.00	
Rating: 8.3													
	12	TH	11P-1135P	LOCAL12 NWS-11	P2	:30	$1,900.00	08/23-08/23	1	1	1	$1,900.00	
Rating: 8.3													
	13	F	11P-1135P	LOCAL12 NWS-11	P2	:30	$1,900.00	08/24-08/24	1	1	1	$1,900.00	
Rating: 8.3													
	14	W	1135P-1235A	D LETTRMAN	P2	:30	$750.00	08/22-08/22	1	1	1	$750.00	
Rating: 2.6													
	15	F	1135P-1235A	D LETTRMAN	P2	:30	$750.00	08/24-08/24	1	1	1	$750.00	
Rating: 2.6													
	16	SU	1135P-1205A	SPORTS AUTHRTY	P2	:30	$650.00	08/19-08/19	1	1	1	$650.00	
Rating: 3.2													

---REPORT TOTALS---

Report Totals: 16 / $21,750.00

---SALES MONTHLY TOTALS---

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Product RNC
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Aug 12: 16 / $21,750.00

Sales Totals: 16 / $21,750.00

Station Totals: 16 / $21,750.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$94,565	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	23%	WLWT	36%	WSTR	7%	WXIX	8%		

---COMPETITIVE COMMENTS---

PRESEASON NFL AND AGT ON WLWT

Books null
Demos RA35+

Spot Manager: All, 08/18/12-08/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descriptior	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 50327												
Line: 1												
08/20/12	Monday	6:50:22 AM	:30	$1,000.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	RNC	3037	P-1	1	MWAS
				$1,000.00							1	
Line: 2												
08/23/12	Thursday	6:22:03 AM	:30	$1,000.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM	RNC	3037	P-1	1	MWAS
				$1,000.00							1	
Line: 3												
08/18/12	Saturday	7:14:26 AM	:30	$550.00		6a-8a Local 12 News Sat	(7:00:00 AM-7:30:00 AM	RNC	3037	P-1	1	MWAS
				$550.00							1	
Line: 4												
08/18/12	Saturday	7:50:33 AM	:30	$550.00		6a-8a Local 12 News Sat	(7:30:00 AM-8:00:00 AM	RNC	3037	P-1	1	MWAS
				$550.00							1	
Line: 5												
08/21/12	Tuesday	5:04:33 PM	:30	$1,600.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	RNC	3037	P-1	1	MWAS
				$1,600.00							1	
Line: 6												
08/20/12	Monday	6:05:49 PM	:30	$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC	3037	P-3	1	MWAS
				$1,800.00							1	
Line: 7												
08/22/12	Wednesday	6:12:23 PM	:30	$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC	3037	P-2	1	MWAS
				$1,800.00							1	
Line: 8												
08/24/12	Friday	6:11:53 PM	:30	$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC	3037	P-2	1	MWAS
				$1,800.00							1	
Line: 9												
08/20/12	Monday	1:19:09 PM	:30	$1,900.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	3037	P-2	1	MWAS
				$1,900.00							1	
Line: 10												
08/21/12	Tuesday	1:34:00 PM	:30	$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RNC	3037	P-2	1	MWAS
				$1,900.00							1	
Line: 11												
08/22/12	Wednesday	1:20:19 PM	:30	$1,900.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	3037	P-2	1	MWAS
				$1,900.00							1	
Line: 12												
08/23/12	Thursday	1:26:26 PM	:30	$1,900.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	3037	P-2	1	MWAS
				$1,900.00							1	
Line: 13												
08/24/12	Friday	1:27:46 PM	:30	$1,900.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	3037	P-2	1	MWAS

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/18/12-08/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descriptior	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 50327												
Line: 13												
				$1,900.00							**1**	
Line: 14												
08/22/12	Wednesday	2:25:30 XM	:30	$750.00		Letterman	11:35 PM-12:35 XM	RNC	3037	P-2	1	MWAS
				$750.00							**1**	
Line: 15												
08/24/12	Friday	1:46:45 PM	:30	$750.00		Letterman	11:35 PM-12:35 XM	RNC	3037	P-2	1	MWAS
				$750.00							**1**	
Line: 16												
08/19/12	Sunday	1:56:31 PM	:30	$650.00		Sun 1135p-1205a	11:35 PM-12:05 XM	RNC	3037	P-2	1	MWAS
				$650.00							**1**	
				$21,750.00							**16**	
				$21,750.00							**16**	
				$21,750.00							**16**	
				$21,750.00							**16**	
				$21,750.00							**16**	